

### **Abstract**

Open scalable architecture or infrastructure is provided that includes decoupled tiers that collectively transform data into information and then into content, and then finally into visual interactions creating an engaging user experience. The architecture 5 enables ad hoc or directed decoupling of tiers allows for reuse at level above plain content: business rules, presentation rules, declared interactions, event reporting, and content and information assets may all be cached and reused as needed. The architecture manages the integration of multiple data sources into semantically rich markup for driving effective visual interactions. The architecture further enables integration points at each tier for 10 maximum partner interoperability, and the decoupled tires allow for separate scalability at each level. The system is customizable using one of several templates. A partner or customer can prepare its data according to the particular template, thereby eliminating or substantially diminishing the amount of custom-programming.